

FORT STREET STUDIO

Job Description: Business Development and Sales Executive, Asia Pacific Region

Reports to: Founders of Fort Street Studio: Brad Davis and Janis Provisor. Senior Vice President, Paul Melo based in NYC.

Responsible for developing a brand presence and sales in Asia for a luxury carpet brand, by building relationships and selling to existing and new interior designers, architects and private clients. Also responsible for interactions with press, developing and implementing a marketing /digital strategy and social campaigns to increase visibility of the brand throughout Asia, focusing on both the interior design community and targeted private clients.

Primarily based in our Hong Kong flag ship showroom located in Wong Chuk Hang, travel to client consultations within the region will be required. Attendance at trade shows, brand, press and networking events is required in order to become part of the design community.

Responsibilities:

Sales & Business Development

- Perform outreach to new and existing designers and heads of teams in our data base, with the intention of having them use FSS for all appropriate projects requiring area rugs and fitted carpets. Outreach will consist of phone calls, email and overseas travel.
- Understand and be able to sell our customization and bespoke carpet design service.
- Establish sales goals and travel requirements for the new territories in conjunction with senior management.
- Seeking opportunities to become part of the local design community.
- Plan and implement strategies for developing key markets in Asia, such as Pop-Ups, collaborations with brands, designers or organizations. Focus initially on Singapore, Philippines, Taiwan and China.
- Work with the team to develop appropriate sales material to launch the new Tufted Collection and market within Asia.
- Work to develop new private client lists, because, unlike the US, many clients in the region shop without a designer.

General Operations

- Weekly reporting on sales and business development to senior management.
- Travel to production facilities may take place as well as training in NYC.
- Hold production and sales meetings with the Hong Kong team on a regular basis.
- Be detail oriented, with strong follow up with clients and record all interactions in the CRM data base.
- Work closely with Ivy Poon, the HK operations manager

Local Marketing and Digital Marketing

- Participate in development of advertising, marketing and digital marketing strategies with management.
- Execution of digital marketing efforts such as email marketing and local campaigns on social platforms in co-ordination with New York office.

- Write all collateral for brand events
- Liaise with and develop strong relationships with local and regional press. Create an ongoing press message for FSS across a variety of formats

The Ideal Candidate

- Able to start on or before 1st March 2018 and already living in Hong Kong (Visa sponsorship is possible)
- Degree level of education.
- Able and willing to travel frequently within Asia
- Entrenched in the design community and experience selling luxury products
- Self-motivated with the ability to confidently initiate and cement strong client relationships and drive sales in new territories.
- Passionate about representing our high end line of carpets and able to build on our customization services. Need to be able to see and describe colour.
- Possess a good understanding of digital channels and how the luxury customer/design community interacts with them
- A creative mind who enjoys contributing ideas and creating strong engaging content across all channels.
- Keeps up to date with popular culture and trends in home, fashion and lifestyle.
- Fluency in English is mandatory. Cantonese and Mandarin a strong plus.
- Proficiency in Microsoft Word, Excel and Internet applications. Knowledge of Photoshop a plus.

Remuneration: Base salary based on experience, plus commission structure related to direct sales. Discretionary annual bonus.

About Us

Fort Street Studio is the leader in luxury carpet design. Founded in 1996 by principals and co-creative directors Janis Provisor and Brad Davis, Fort Street Studio is renowned for its painterly hand-knotted wild silk and wool carpets that combine the traditional with modern, sophisticated aesthetics. The company has global operations, with offices and showrooms in New York, Los Angeles and Hong Kong, where the luxurious carpets are displayed in a high-end boutique environment and caters to an exclusive clientele that includes the top interior designers and architects in the world.

www.FortStreetStudio.com

Interested applicants should send CV and cover letter via email to Ivy Poon at Ivy@FortStreetStudio.com